

**National Highway Traffic Safety Administration**  
**“Drive Sober or Get Pulled Over”**  
**Holiday Campaign 2015 Media Buy Summary**

**SUMMARY**

The “Drive Sober or Get Pulled Over” Holiday Enforcement media campaign runs over a 14-day period. Flight dates are: Wednesday, December 16 to Sunday, December 20; Wednesday, December 23 to Sunday, December 27; and Monday, December 28 to Thursday, December 31. A combination of television, radio, and digital media is being used to reach our target audience.

As part of the television buy, for the first time NHTSA is using national cinema advertising. Tombras has also set aside parts of the television and radio buy for Spanish media in order to reach our Hispanic male 21-34 audience. In addition, digital media includes an out-of-home placement that runs the NHTSA advertising in Foot Locker stores.

Total value of this buy is \$7,588,591.15. Below is a complete summary of all the media being used.

**TELEVISION**

The television portion of the 2015 “Drive Sober or Get Pulled Over” campaign represents just over 61% of the total paid media budget. This high allocation reflects the numerous sports programming opportunities during the flight, especially NFL, NBA and NCAA basketball games as well as shoulder programming.

**Adult Swim**

Adult Swim has become the leading television network to reach young men in non-sports programming.

Below are the top 5 cable networks’ audiences for men 18-34 years old and the associated rating. You’ll see Adult Swim is below only ESPN.

<u>Rank</u>	<u>Network</u>	<u>M18-34 AA%</u>	<u>M18-34 (000s)</u>
1	ESPN	1.0	341
2	Adult Swim	0.78	267
3	TBS	0.52	178
4	Comedy	0.52	177
5	TNT	0.51	174

We have been able to keep the CPM increase to just 4% YOY in a very tight scatter market.

The plan on Adult Swim runs in late night and primetime using a mix of :30s and :15s. The :15 inventory is guaranteed as unequivalized meaning the full audience weight is counted instead of being cut in half.

The television portion of the plan will generate just over 11.7 million guaranteed impressions against men 18-34.

Along with the television plan we recommend leveraging the Adult Swim mobile app to access young men through compelling high-impact experiences that tap into humor, animation and entertainment pillars.

NHTSA is using the most popular features on the Adult Swim app that include social features such as Bump Builder, real-time Facebook and Twitter social feeds along with 24/7 access to Adult Swim programming.

Below is a brief description of each feature –

**Latest:** Latest full episodes, clips, and new games

**Bump Builder:** Create, view and share Bumps (videos made with Adult Swim assets)

**Videos:** Watch Adult Swim via live TV, full episodes, digital exclusives, marathons and clips

**Conversations & Connection:** Interact with other viewers through Facebook and Twitter via real-time social feed

**Games:** Play the latest mobile games

App sponsorship elements –

**Loading screen:** Featuring 00:05 after loaded bumps and before home screen

**Latest Cards:** Customized sponsored card with NHTSA “Drive Sober” messaging

**Playlist Page:** Sponsorship of existing Playlists (videos) and a custom created Playlist featuring NHTSA video creative

**In-App Banners and Pre-Roll:**

- 320x50 in smartphone
- 300x250 in tablet
- :15 or :30 in-stream video

In addition to the above NHTSA is receiving –

- Homepage editorial promotion
- Adultswim.com homepage takeover (desktop, mobile, tablet)
- Cobranded media (970x90 and 300x250) rotating across Adultswim.com
- ROS display media and short-form video (:15/:30) rotating across Adultswim.com (desktop, mobile, tablet)

This digital addition to the linear television plan will generate an added 3.7 million impressions.

## **CBS Sports**

The plan on CBS Sports includes NCAA basketball in-game positions as well as NFL programming. The NFL programming includes NFL Today, NFL Post-Game and in-game in regional games covering the country as well as a national game.

Total men 18-34 impressions are projected at 6.3 million with over 38 million household impressions reaching all members of the target segments.

## **ESPN**

The plan on ESPN uses ESPN and ESPN2. These are the two highest performing networks among all of the ESPN network properties.

### **ESPN**

The plan on ESPN includes college football bowl games, NBA and SportsCenter.

The college bowl games include –  
Bahamas Bowl  
Raycom Camellia Bowl  
Poinsettia Bowl

These games include encore repeats during late night where the NHTSA spot runs again at no additional cost.

The NBA game is the Holiday game that also includes a late night repeat at no additional cost.

SportsCenter is the premiere sports news studio program that is scheduled throughout the broadcast day.

The ESPN plan will guarantee over 9 million men 18-34 impressions over the life of the flight.

### **ESPN2**

The ESPN2 plan includes a number of different programs to build reach. Some of these programs are –

NCAA Basketball Regular Season games  
ESPN First Take  
Mike & Mike  
SportsNation  
NFL Live, TD  
Outside the Lines  
Sports Reporters  
SportsCenter

The plan on ESPN2 will generate over 3.9 million impressions with the combo of the two networks generating just shy of 13 million impressions over the flight.

### **FOX Sports**

The plan on FOX Sports is 100% within NFL programming. NHTSA is in-game in two games including the Game of the Week on 12/27. Other positions are in pre-game and post-game.

This plan is projected to deliver just about 8.3 million men 18-34 impressions with just shy of 47 million household impressions.

### **FX/FXX**

This plan involves both networks that target young men particularly well. NHTSA is running on FX using movies prime, and day inventory. Along with this NHTSA is running on "Fully Baked", the FX original program.

FXX is focusing on The Simpsons, movies and a presence in other efficient dayparts.

The two networks together will deliver 5.2 million guaranteed men 18-34 impressions.

### **National CineMedia**

The advertising in movie theaters is running within entertainment content that runs prior to the feature. This content, called FirstLook, has a projected men 18-34 rating that is just behind NBC Sunday Night Football.

The primary reason for using Cinema in this plan is the expected large audiences Star Wars is expected to generate. All of the audience impressions are based on historical movie attendance and we expect Star Wars, and other movies, to push audiences well beyond these numbers. Anything above and beyond the buy estimates are at no additional cost.

NHTSA is running advertising in a number of places –

1. Regional Premium position (close to the playing of the feature when theater goers are in their seats)
2. Regional Segment 1 (further away from the main feature. This is at no cost and is added-value)
3. Lobby Network (The NHTSA ad plays 1x every 30 minutes in screens in each theater lobby. This is at no cost and is added-value)

The plan is running in every state and running in theaters with 55,000+ monthly attendance.

The total plan is based on delivering 8.2 million men 18-34 impressions, but expect to exceed that number.

The Star Wars movie “Star Wars: The Force Awakens” opens on December 18<sup>th</sup>, two days after the launch of the “Drive Sober” campaign.

### **Revolt**

Revolt is the cable network started by Sean Combs, better known as P Diddy.

During the Labor Day plan Sean Combs put out a tweet that Twitter reported generated 30,096 retweets. Sean Combs, #iamdiddy, has 10,671,337 followers on Twitter and is very influential. The TV portion of the plan includes multiple dayparts covering the broadcast day. Built into the plan are some robust added-value elements. They are:

#### Part 1: REVOLT Live

- 1x REVOLT Live integration
  - Branded lower third
  - Commercial adjacency
  - Messaging Mention (Drive Sober or Get Pulled Over)

#### Part 2: Custom Content

- 1x :15 - :30 interstitial feature with REVOLT talent
  - Branded graphics
  - Interstitial runs on REVOLT TV

#### Part 3: Editorial Content

- REVOLT to share 2x editorial posts on revolt.tv
- REVOLT to syndicate content across other Revolt digital networks

#### Part 4: Twitter Promotion

- 10x total tweets over flight
  - 9x from @revolttv and/or REVOLT talent
  - 1x from @iamdiddy (Sean Combs)

Total television and digital plan will deliver close to 16 million impressions.

### **Simulmedia**

This service allows NHTSA to target the “Drive Sober” audience at scale with an unwired buy by using insights, analysis, prediction, activation and measurement through multiple sources. Simulmedia takes a digital approach to buying television. We are targeting the individual and find the programs he is watching. Simulmedia can reach 110 million households with 80+ national networks. The Simulmedia plan will deliver 5.2 million impressions very efficiently over a large group of networks since we’ll be buying the individual programs where the audience is watching. The networks the programming is on include –

AHC	AMC	APL	BBCA	BET	BigTen
Boomerang	Cartoon	CBSSN	Chiller	CLOO	CMTV
ESQUIRE	FUSE	Golf	LOGO	MTV	NATGEO
NBCSN	NFL	NHL	SPIKE	SYFY	TNT
TVONE	VH1				

### **Spanish Television**

We recommend using the Univision networks of –

- Univision
- Unimas
- Univision Deportes
- Galavision

These top 4 Univision networks have delivered 70.5% share of Hispanic men 18-34 over the competition. The majority of spending is on the large broadcast networks of Univision and Unimas. The plans covers primetime, weekend, late night and sports programming.

Univision Deportes (Sports) and Galavision (Cable) increase the efficiency of the overall plans and increase the frequency. Univision Deportes is developing a :10 custom billboard stating “Univision Deportes and NHTSA remind you to celebrate safely. Don’t drink and drive.” The billboard airing starts on 12/20 before the airing of Premios Deportes. This is a sports awards show like the ESPYs. Billboard is running throughout the remainder of the flight no less than 10x.

The networks together will generate over 5.2 million HM18-34 impressions over the short flight.

### **TBS**

NHTSA is again using this long time Turner network partner. The Holiday plan is taking advantage of the TBS animation block running from 6a to 3p. The animated programming performs so well that it achieves prime audience levels of other networks –

<b><u>Network</u></b>	<b><u>M18-34 (000)s</u></b>
Comedy Central	168
USA	152
FX	140
AMC	138
TBS Daytime	121
Discovery	121
Spike	92
History	90
SyFy	89
ABC Family	84

By using this well performing daypart the plan efficiency actually increases over last year's Holiday plan with a CPM that has dropped 16%. This plan will generate 8.1 million guaranteed men 18-34 impressions.

### **Tube Mogul**

Tube Mogul is a programmatic supplier of television time. Programmatic means the buying process is automated, computer-to-computer. In addition, buying programmatically allows for much more robust research in network selection. For the Tube Mogul buy we are focusing on the highest at risk group of Discontented Blue Collar. Targeting is based on men 21-34 years old, who drink alcoholic beverages and drive a vehicle, including a pickup truck.

Networks that are part of this buy include –

- Fox Sports 2
- Comedy Central
- NBC Sports
- Golf
- ESPNU
- Fuse
- ESPNNews
- Spike

Overall daypart allocation breaks out as follows –

- Morning – 15%
- Daytime – 15%
- Early Fringe – 30%
- Primetime – 20%
- Overnight – 20%

This smaller, but very focused buy, will generate 2.6 million target impressions.

### **Turner Sports**

The Turner Sports buy is using two Turner network properties – TNT and NBA TV. Programming is focusing on NBA games and shoulder programming.

NBA games NHTSA is running in are –

- Oklahoma City Vs. Cleveland
- Houston Vs. Los Angeles
- Chicago Vs. Washington
- Houston Vs. New Orleans
- New York Vs. Boston
- Toronto Vs. Chicago
- Milwaukee Vs. Oklahoma
- Denver Vs. Portland

The combination of these two networks will generate over 4 million impressions.

## **RADIO**

The network radio portion of the plan represents 14% of the total paid media budget. Radio runs in support of the television campaign to extend reach to lighter users of television, and to build frequency to those exposed to the “Drive Sober or Get Pulled Over” message on TV.

## **GENERAL MARKET**

### **ESPN**

- NHTSA is utilizing ESPN programming to reach the M18-34 Sports Enthusiast
  - :30 and :15 Pre-Records
  - 30 and :10 Pre-Records and :30 LIVES in College Football Post-Season Games
    - “Regular Bowls”, Chick-Fil-A Bowl and Semi-Finals
- Digital Component
  - Streaming
  - Podcast Pre-Roll in the Football Today Podcast
  - ROS Banners
  - ROS Mobile Banners
  -
- Added-Value Overview
  - 1x Feature Sponsorship in every “Regular Bowl” Broadcast on ESPN during flight
    - 18 Total Bowl Game Features
      - Each Feature includes a live-read sponsor billboard and tag
      - Exact Feature Theme TBD: NHTSA can choose from any available feature at the time of order
  - 1x Feature in the Chick-Fil-A Bowl
    - Feature includes a live-read sponsor billboard and tag.
    - Exact Feature Theme TBD: NHTSA can choose from any available feature at the time of order
  - 5x Additional Sponsor Billboards in “Regular Bowl” Games Broadcasted During Flight
    - Each billboard includes sponsor tag adjacency
  - 24 Total Added Value Executions



### **Premiere Network**

- NHTSA is utilizing network programming that has a high composition of M18-34 listeners
- Formats included in the plan are Country, Rock, AC, CHR, Urban and Sports
- Live Reads/Voiced
  - After Midnite with Cody Alan
  - Fox Sports - Ben Maller
  - Bobby Bones
  - Jason Smith
  - John Boy & Billy
  - Side Show Countdown with Nikki Sixx
  - Sixx Sense
  - Steve Gorman Sports
  - Weekend Party Early
  - Weekend Part Late
- Added-Value Overview
  - Minimum 10% bonus across entire schedule (Broadcast & Digital Plan)
  - Talent fees waived on ALL Voiced personalities
  - Two minute interview between Cody Alan and NHTSA representative
  - Two minute interview between a Fox Sports personality and NHTSA representative
  - Two minute interview between Bobby Bones and NHTSA representative to air during the Holiday break
  - Bobby Bones is also cutting video pieces for NHTSA for added-value video integration and the talent fee is being completely waived

### **Total Traffic & Weather Network:**

- NHTSA is utilizing TTWN to target M18-34 as they commute to and from work daily and add frequency to the overall campaign
  - “Live” up-to-the-minute Traffic & Weather Reports
  - Intrusive call-to-listen opening billboard
  - :10 or :15 Traffic and Weather Sponsorships
  - Ability to target general market and Hispanic market with different compelling messages
- Added-Value Overview
  - Bonus Sponsorships
    - Over-delivery: Additional GRP’s may be delivered when additional Sponsorships are provided when unforeseen Traffic & Weather conditions or breaking News warrants additional unscheduled Reports and when unsold inventory permits scheduling additional Sponsorships.

## **Westwood One**

- RADAR Networks
  - NHTSA is running on stations throughout the country with formats that have a high young M18-34 listenership
- Formats included in the plan are Country, CHR, Urban, Rock, Pop, Entertainment, NASH Nights & Sports programming including NCAA Football and Basketball and NFL
- Personality Programming
  - Includes talent such as Whitney Allen, Big Boy's Neighborhood, Rick & Bubba, NASH Nights and Zach Sang and the Gang
- Custom Integrations
  - Live Read integrations by Whitney Allen, Rick & Bubba, FB&HW, Big Boy, Country Inside Track, Loveline, Zach Sang and CBS Sports Radio
  - In-Game sponsor feature "Drive Summary" in NCAA College Football & NFL Primetime Games
- Live Reads/Voiced
  - FB&HW
  - NASH Nights with Shawn Parr
- Added-Value Overview
  - Three (3) :10 integrations within the FB&HW Show
  - Thirty (30) :30 voiced read spots by hosts of FB&HW Show
  - Three (3) :05 presenting sponsor billboards within Big Boy's Neighborhood
  - One (1) :10 drop-in sponsor billboard in NCAA College Football (Army/Navy Game)
  - Three (3) :10 drop-in sponsor billboards in CM NFL Sunday 1PM games
  - Three (3) :10 drop-in sponsor billboards in CM NFL Sunday 4PM games
  - Three (3) :10 drop-in sponsor billboards in WWO NFL Sunday 1PM games
  - Three (3) :10 drop-in sponsor billboards in WWO NFL Sunday 4PM games
  - Three (3) :10 drop-in sponsor billboards in WWO NFL Sunday Primetime games
  - One (1) :10 drop-in sponsor billboards in WWO NFL Thursday Primetime games
  - Three (3) :10 integrations within the Rick & Bubba Show
  - Six (6) :10 integrations within Big Time with Whitney Allen Show
  - Six (6) :05 presenting sponsor billboards within Big Time with Whitney Allen Show
  - Three (3) :05 presenting sponsor billboards within Country's Inside Track
  - Three (3) :05 presenting sponsor billboards within Loveline
  - Three (3) :10 integrations within Nash Nights Live with Shawn Parr
  - Thirty (30) :30 voiced spots within Nash Nights Live with Shawn Parr
  - Three (3) :05 integrations within Zach Sang and the Gang
  - Nine (9) :10 mentions during CBS Sports Flashes
  - Three (3) :60 interview vignettes with the Administrator – Westwood One to handle all production, editing, and distribution of the vignettes at no charge.

## **HISPANIC**

### **Entravision**

- NHTSA is utilizing network programming that has a high composition of Hispanic M18-34
  - Entravision Select Network
  - NFL Play-By-Play LIVE
- Live Reads/Voiced
  - Nationally Syndicated – “El Show de Erazno y La Chokolata”
  - Known as the Saturday Night Live of Spanish Radio that airs every weekday for 5 hours
  - Produced and Live Spots Wed-Fri with Erazno
- Added-Value Overview
  - “Last Call” In-Game Feature - NFL
    - 12 Units
    - Billboard
  - Bonus Entravision Select
    - 9 Units

### **ESPN Deportes**

- NHTSA is utilizing ESPN Deportes programming that has a high composition of Hispanic M18-34 listeners
  - Sports programming network wide
  - Jorge Ramos Live
  - Raza Deportiva
  - Zona ESPN
  - Futbol Picante
  - Deportes NFL Monday Night
- Added-Value Components
  - Jorge Ramos Live
    - 5 Total integrations clearing ESPN Deportes TV, Radio and Digital platforms
    - Opening/Closing advertiser animation with logo and tagline
    - Lower third logo integration throughout segment
    - :30 Live read by one of the co-hosts at the end of the segment
  - LIVE NFL Monday Night Integrations
    - 12 Live :05 Billboards within game
  - Rotational talk programming billboards
    - 15x per week

## **HCN**

- HCN is offering NHTSA a unique approach that departs from traditional ad buys. Daily radio mini-programs air on over 200 stations not only in top urban Hispanic DMAs, but also midsized, rural and emerging markets nationwide.
- National Radio Network
  - Radio Productions – 2 new :60 celebrity spots featuring celebrity artists
    - Grupo Plan B
    - Banda MS
  - National Distribution and Placement
    - La Red Hispana National Radio Network of 190+ radio affiliate stations
    - 13 Sponsored and 15 added-value program integrations
- Bienvenidos a America (In-program feature)
  - :60 segments that air 3 times during one week
  - :90 Law feature
  - 3 Live mentions by show host
- Celebrity Spokesperson
  - Rights to music, images and renewed endorsements by any of the following artists:
    - Grupo Plan B
    - Banda MS
- Added-Value Overview
  - 17 Daily Mini-Program Integrations

## **Sun Latino**

- NHTSA is utilizing network programming that has a high composition of Hispanic M18-34 listeners
  - Latino Advantage Plus
  - Tu Sonido
  - Onda
  - AccuWeather Español
- Added-Value with SBG
  - :05 Billboards sponsored by NHTSA with every AccuWeather spot
  - 12x Bonus :30's on Onda
  - Social Media posts on Sun Latino Twitter, Facebook and Instagram with posting details provided by NHTSA – 1x per week

## **DIGITAL**

The digital portion of the Holiday Impaired Driving campaign represents 25% of the total paid media budget.

Digital execution includes custom content via publisher sites, as well as programmatic buying of display, and video with robust targeting and efficiencies.

### **BuzzFeed**

The plan on BuzzFeed includes a short-form animated video. The video features original illustrations from BuzzFeed Creative. The artwork is enhanced with motion graphics and sound to create a snackable :45 second video asset.

The video is being distributed on Facebook within Buzzfeed content. In addition to the animated video, BuzzFeed is reseeding previous co-branded videos on YouTube that had really strong performance on their first flight.

This plan will generate over 1.3 million guaranteed views.

### **CBSSports.com**

In the August campaign NHTSA sponsored the "CBS Sports Minute Update". We are continuing to sponsor the update, especially as the NHTSA flight leads into college bowl season and the often exciting end to the NFL season.

NHTSA owns 100% share-of-voice of the update with integration that includes –

- Pre-Roll video
- On-Set logos
- Audio call-out
- *Sports Minute Update* promotion on CBS Sports social accounts
- Native ad distribution across CBSSports.com

CBSSports' social team is pushing out tweets from @CBSSports 4x during the flight and post 2x on Facebook within the flight. This plan will generate 2 million impressions.

### **Defy**

The plan on Defy includes a sponsored article backed by a skin and 300x250 banner. Also in the plan is a one-day homepage takeover with video skin on Break.com as well as a homepage takeover on Smosh.com with video skin. Additionally, a 1-day mobile roadblock is running on Break.com.

Other units include a Page Engage, a very good performer for NHTSA, pre-roll and standard banners throughout the flight.

This plan will generate 11,123,434 impressions.

## **Evolve Media**

The plan on Evolve, a long time partner, includes –

- Crave's 1 day takeover
- Ingage video syndication unit
- Pre-Roll
- Roadblocks
- Standard banners

### **Crave's Takeover**

- 1-day takeover of CraveOnline sites (Including EDM)
- 100% Share-of-Voice
- Takeover includes high-impact billboard on top of page

### **Ingage Video Syndication Unit**

- 100% in-view
- Delivers medium to large format pre-roll
- Is running "Over the Influence" custom video
- Click-outs to NHTSA site/YouTube channel

### **Pre-Roll**

- :15 or :30 video
- Clicks out to NHTSA site/YouTube channel

### **Roadblock with Custom Reskin**

- Surrounds relative content across portfolio of appropriate sites
- Reskins and roadblock units click through to NHTSA site/YouTube channel

### **Standard Banners**

- Generates impressions with the most efficiency
- Units Proposed
  - 728x90
  - 300x250
  - 160x600
  - 320x50

The robust plan from Evolve will generate over 20 million impressions.

## **Google/YouTube**

The plan on Google and YouTube is using the following properties –

- YouTube & Video Network
- Google Display & Video Network
- Google Display Network

### **YouTube & Video Network**

The NHTSA video(s) is running within the sports, gaming, music and auto & vehicles categories as TrueView placements. TrueView are skippable pre-roll ads that are paid for only when the full video is watched to completion. Clicks on the video lead to the NHTSA site or YouTube page.

Included is a 300x60 companion banner that is running at no charge.

### **Google Display & Video Network**

These in-display video ads are running in the games and entertainment categories, as well as the Affinity segments of gamers, music lovers, sports fans and fans of a YouTube star who are doing a custom video for NHTSA.

### **Google Display Network**

These display ads are running in the same categories and Affinity Segments as the Display & Video network using standard display banner sizes. Banner ads are on specific sites within target categories and targeting users interested in these categories.

Overall this plan will deliver over 350 million impressions and over 2.5 million views and clicks.

## **In-Store Sports Network**

The In-Store Sports Network is –

- 600 Foot Locker stores nationwide
- 12.6+ million monthly video views
- Highly targeted to men 18-34
- Ad recall averages 51%
- Multicultural reaching African American, Caucasian and Hispanic targets

The programming played on video screens in the stores centers on two passion points among young men – music and sports.

Suburban Network Programming:

Miley Cyrus, Iggy Azalea, Maroon 5, Rihanna, Ed Sheeran, Sports clips, College sports

Urban Network Programming:

Drake, Jay-Z, Kanye West, Miguel, Lil Wayne, Tyga, Beyonce, Snoop Dogg and NBA

### Media Rotation

- 3x :30s per hour
- 1x :60 customized content piece per hour
- Traffic: 17,087,893
- Viewers: 12,645,040

The In-Store Sports Network is creating a custom video based on the following concept –

NHTSA / “Good Choice” :60

Original Content For Foot Locker Stores

November, 2016

Casting Specs

### Spot Description

Action shots move us quickly across a vibrant city at nighttime – a camera finds young, happy millennials coming out of nightclubs and parties. Clearly having a good time, they enthusiastically hail cabs, order a car service on their phone, or head into the subway...they enjoy life and know it is worth staying safe. One group even gets picked up by their friend, who is the night's designated driver. The spot crescendo's as each group embraces their smart, legal modes of transportation home - a natural extension of their night. *A graphic or call to action brands the piece with the National Highway Traffic Safety Administration.*

### **Programmatic Video & Display**

Programmatic targeting is based on targeting the individual by using data-driven insights to find and deliver the NHTSA message to the correct audience.

Targeting for NHTSA includes not only age and gender, but also those who drink alcohol at bars and restaurants based on scraping credit card data and tapping into other behavioral research as well.

The video portion of the plan generates nearly 21 million highly targeted impressions while the display portion generates well over 64 million targeted impressions. The display is generating this large number of impressions due to the tremendous efficiency earned via programmatic targeting.

### **Silver Chalice/Campus Insiders**

Leveraging its relationships with conferences and schools, Campus Insiders offers NHTSA a custom marketing opportunity with College Football Playoff content. The program extends across the 120 Sports and the ACC Digital Network.

120 Sports is a 24-hour sports-video channel available on all devices.



Partnership highlights include:

- Custom Video Content
  - “Keys to Success”
- Live talent reads
  - Promoting NHTSA marketing messages on Campus Insiders and ACC Digital network
- Social Media Promotion
  - Campus Insiders Facebook and Twitter posts promoting custom video content
- Live Game Sponsorship
  - NHTSA brand integration into a broadcast of a live basketball game on CampusInsiders.com

This custom plan from Silver Chalice will deliver 6,666,666 impressions over the flight.

### **Streaming**

The streaming radio is placed through iHeart Radio. iHeart Radio is an internet radio platform and functions as a music recommender system and as a radio network that aggregates audio content from over 800 local iHeartMedia radio stations across the country, as well as from hundreds of other stations not owned by iHeart.

The plan on iHeart will generate over 11 million targeted impressions to the NHTSA young male target audience.

### **Twitter**

The plan on Twitter uses promoted tweets and promoted videos based on age, gender, handles and interests.

Some of the targeting includes the following handles–

#### **Pop Culture**

@SnoopDogg  
@KylieJenner  
@iamdiddy  
@jtimberlake  
@WizKhalifa

#### **Sports**

@SportsNation  
@SBNation  
@NBA  
@nflnetwork  
@ESPN

#### **Interests**

Sports News  
College Football  
NFL Football  
NBA Basketball  
College Basketball

This plan also employs the Twitter Audience Platform that allows NHTSA to connect on and off of Twitter in thousands of apps. This was used in the August campaign and performed extremely well.

This plan should generate about 5.7 million impressions.

## **WWE.com**

The plan on WWE.com includes the following –

- Facebook & Twitter Promotion
- WWE.com Cross-Platform Homepage Takeover
- WWE.com Cross-Platform Smackdown Section Takeover
- WWE/YouTube Demo-Targeted Cross-Platform Pre-Roll Video
- WWE Cross-Platform Pre-Roll Video
- WWE Interstitial Display
- WWE Cross-Platform Display & Mobile Media

### **Facebook & Twitter Promotion**

A WWE Superstar is promoting NHTSA “Drive Sober” message on his Twitter and/or Facebook social networks. In the August campaign the WWE tweets were the most popular tweets in the campaign, even beating out P. Diddy from REVOLT.

### **WWE.com Cross-Platform Homepage Takeover**

Includes three 1-day exclusive takeovers across WWE Desktop and mobile devices.

Takeover include:

- Leaderboard
- Rectangle Top
- Rectangle Custom Skin
- Mobile

### **WWE.com Cross-Platform Smackdown Section Takeover**

Includes one exclusive takeover of the Smackdown section with synched banner media and pre-roll video throughout the section across WWE desktop and mobile devices. Takeover include:

- Leaderboard
- Custom Skin
- Rectangle Bottom
- Video Pre-Roll
- Video Companion
- Mobile Display
- Mobile Video

### **WWE/YouTube Demo-Targeted Cross-Platform Pre-Roll Video**

Demo-targeted (men 21-34) Pre-Roll video is distributed across WWE YouTube page. Companion banner ads (leaderboard & rectangle top) are running alongside pre-roll on WWE.com only.

### **WWE Cross-Platform Pre-Roll Video**

Pre-roll video is distributed across multiple WWE platforms including WWE.com, WWE mobile platforms and YouTube.

#### WWE Interstitial Display

The Interstitial is running across WEE.com, excluding the homepage.

#### WWE Cross-Platform Display & Mobile Media

Display media is running across all WWE platforms including WWE.com, the WWE Mobile app and mobile optimized website.

This plan will generate 8,112,429 impressions.